

ORDER



Orders

Order / Rev: 688594
 Alt Order #: 06164342
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1306
 Flight Dates: 06/05/12 - 07/02/12
 Original Date / Rev: 06/06/12 / 06/06/12
 Order Type: Political

WUSA

Primary AE: Aaron Ashe
 Sales Office: T-WAS
 Sales Region: NAT

Agency

Name: Greer Margolis Mitchell
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave NE
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Obama/D/President
 Demographic: A35+
 Product Codes: PL-Presidential
 Priority: P-5
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/24/12	26	\$48,300.00	\$41,055.00
06/25/12	07/02/12	10	\$17,700.00	\$15,045.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	26	\$48,300.00	\$41,055.00	0.00
July 2012	10	\$17,700.00	\$15,045.00	0.00
Totals	36	\$66,000.00	\$56,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	12%	\$66,000.00
Market	100%	\$550,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	9%	\$49,500.00
WDCA	3%	\$16,500.00
WJLA	24%	\$132,000.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	33%	\$181,500.00
WTTG	19%	\$104,500.00
WVPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	06/06/12	07/02/12	9 News @ 6p	CM	6-630p	MTWTF--	1:00	4	\$1,200.00	P-3	0.00	NM	16	\$19,200.00
				9 News @ 6p											

9 NEWS AT 6P

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 06/05/12	06/11/12	M-WTF--	4	\$1,200.00	0.00
Week: 06/12/12	06/18/12	MTWTF--	4	\$1,200.00	0.00
Week: 06/19/12	06/25/12	MTWTF--	4	\$1,200.00	0.00
Week: 06/26/12	07/02/12	MTWTF--	4	\$1,200.00	0.00

Advertiser:	Obama/D/President
Product Desc:	OBAMA FOR AMERICA
Estimate:	1306

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/06/12	07/02/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	1:00	4	\$1,200.00	P-3	0.00	NM	16	\$19,200.00
9 NEWS AT 6P															
E 2	WUSA	06/07/12	07/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	1:00	3	\$2,600.00	P-3	0.00	NM	12	\$31,200.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	06/05/12	06/11/12	M--TF--		3				\$2,600.00		0.00			
	Week:	06/12/12	06/18/12	MTWTF--		3				\$2,600.00		0.00			
	Week:	06/19/12	06/25/12	MTWTF--		3				\$2,600.00		0.00			
	Week:	06/26/12	07/02/12	MTWTF--		3				\$2,600.00		0.00			
E 3	WUSA	06/09/12	06/30/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	1:00	1	\$700.00	P-2	0.00	NM	4	\$2,800.00
9 NEWS SATURDAY 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	06/04/12	06/10/12	-----S-		1				\$700.00		0.00			
	Week:	06/11/12	06/17/12	-----S-		1				\$700.00		0.00			
	Week:	06/18/12	06/24/12	-----S-		1				\$700.00		0.00			
	Week:	06/25/12	07/01/12	-----S-		1				\$700.00		0.00			
E 4	WUSA	06/10/12	07/01/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	1:00	1	\$3,200.00	P-3	0.00	NM	4	\$12,800.00
SUNDAY MORNING-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	06/04/12	06/10/12	-----S		1				\$3,200.00		0.00			
	Week:	06/11/12	06/17/12	-----S		1				\$3,200.00		0.00			
	Week:	06/18/12	06/24/12	-----S		1				\$3,200.00		0.00			
	Week:	06/25/12	07/01/12	-----S		1				\$3,200.00		0.00			
													Totals	36	\$66,000.00

REP HEADLINE# 6164342 NEW ADD *** ORIGINAL REV#0 *** DELETE ORDER LINE/S PARTIAL LINE/S AGENCY - 1010 WISCONSIN AVE, SUITE 800 ADDRESS WASHINGTON, DC 20007 START DATE-JUN5/12 END DATE-JUL2/12 WK-4		REP: TEL# 703 528 7800 ORDER WORKSHEET HARRIS RPT. FAX# 703 528 7800 FROM REP JUNE5/12 13.52 *** WUSA-TV ***	
BIAS# 68594 1/AGENCY# 2/ADVERTISER# 3/PROD# EST#1306 20/EOS 4/SLSP# 5/REP# 21/BILL WK. TU-MO 63/PCON 64/ACON 11/RATE CARD 14/ORDER TYPE 57/CO-OP TYPE 59/STATE TAX		DATE GREER, MARGOLIS, MITCHELL POLI/B OBAMA/D/PRE/US OBAMA FOR AMERICA AARON ASHE - WASHINGTON, DC 9/AREA 10/BILL CODE 16/BYR - DAN NAGELBERG 17/RTG SVC - NSI CO-OP KEY D/P REC# 58/CITY TAX	
TO: GREG FR: JENNY FOR AARON **NEW ORDER** TTL \$66000...36X PLS CFM, THX 6/5		PLAN PRICE 16/ RATE SPOT 18/ STS STATION CD 23/ /LIN SPOT CD 23/ /LIN	
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** ALL INVOICES ARE TO BE SENT TO: GREER MARGOLIS ACCOUNTING 1010 WISCONSIN AVENUE NW SUITE 800 WASHINGTON, DC 20007 OBAMA FOR AMERICA		AGENCY EST# = 1306 AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 TU-F,M 600P-630P 60 06/05 07/02 PROGRAM : 9 NEWS AT 6P CON COM1: 9 NEWS AT 6P	

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN 16/	SPT /WK	RATE SPOT 18/	STATION CD	STS CD	SPOT /LIN
	2		TU-F,M	730P-800P			60	06/05	07/02				3	\$2,600.00			12
			PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT														
	3		SAT	600P-630P			60	06/09	06/30				1	\$700.00			4
			PROGRAM : 9 NEWS SATURDAY 6P CON COM1: 9 NEWS SATURDAY 6P														
	4		SUN	900A-1030A			60	06/10	07/01				1	\$3,200.00			4
			PROGRAM : SUNDAY MORNING-CBS CON COM1: SUNDAY MORNING-CBS														
JUN/12			49500.00	JUL/12	16500.00												
														CONTRACT TOTAL	66000.00		
														TOTAL SPOTS	36		

MARKET TOTALS \$550,000
WUSA 12%
WTTG 19%
WJLA 24%
WRC 33%
WDCA 3%
WDCW 9%
CABL 0%

SVC- NSI
DEMOS- RA35+*